

[26th February, 2001 ]

RAJYA SABHA

telecast without any restriction on Doordarshan and private channels in the country which is affecting all sections of society directly, especially students and younger generation;

(b) if so, whether Government have taken up this matter with the managements of private channels to stop telecasting these advertisements;

(c) if so, the details of these private channels; and

(d) the reaction of the managements of these private channels in this matter?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) The advertisement codes applicable to Doordarshan as well as the satellite channels, retransmitted through cable networks, prohibit direct and indirect liquor/tobacco advertisement. As and when specific complaints on violation of the code comes to the notice of Government, these are taken up with the concerned private channel. Incidence of violation of advertisement codes etc. laid down in the Cable Television Networks Rules, has to be brought before the officers authorized under the Cable Television Networks (Regulation) Act, for enforcement of the provisions of the Cable Act. Individual cases from all over the country do not necessarily get reported to Government of India. On 15th November, 2000, the Information and Broadcasting Minister held a meeting with CEOs of various satellite channels and impressed upon them the need to adhere to the Advertising Code.

A complaint was received in this Ministry on 28.11.2000 intimating telecast of Bacardi Rum in Hallmark channel on 27.11.2000. Letter to Hallmark channel in this regard was written on 13.12.2000 to clarify their position. Hallmark channel has now intimate^ that advertisement for alcoholic drinks has been withdrawn from their channel from 9.12.2000.

#### **Telefilm on Birsa Munda**

419. MISS FRIDA TOPNO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have received a proposal to start a telefilm on Saheed Birsa Munda;

(b) if so, the details thereof; and

(c) the progress till date?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) Prasara Bharati have intimated that a proposal of

a telefilm 'Birsa Munda' was received from M/s Brechtian Mirror, Noida under the commissioned category. It was approved as a telefilm of 60 minutes duration with a total budget of Rs. 6 lakhs. The producer has submitted the rough cuts, which have been previewed, and the producer has been advised by Doordarshan to carry out a few changes. The producer has to submit the final version.

**Violent advertisements and programmes on Doordarshan**

† 420. SHRI JANESHWAR MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that a number of violent advertisements and programmes are shown on Doordarshan;

(b) if so, what are the details of such violent advertisements and programmes;

(c) whether it is also a fact that nowadays most of the crimes are committed by adopting new methods which are mostly on line of roles played in Doordarshan programmes; and

(d) if so, what action is being taken by Government to check such advertisements and programmes?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) No, Sir. Prasar Bharati have intimated that advertisements and programmes telecast on Doordarshan are governed by the Code for Commercial Advertising and Broadcast Code respectively, which *inter-alia* prohibit any advertisements/programmes which tend to incite people to crime, cause disorder or violence, or breach of law or glorify violence or obscenity in any way.

(d) Does not arise.

**Committee for development of entertainment sector**

421. SHRI R. P. GOENKA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have recently set up a committee for the development of the entertainment sector;

(b) if so, the details of its composition and the terms of reference, including the time frame fixed for submitting the Report;

(c) the broad strategy already in place for the development of the entertainment sector; and

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† Original notice of the question was received in Hindi.